

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



"F-W-R"
PLANTS

PRICE LIST

"F-W-R"
PLANTS

F. W. ROCHELLE & SONS

VEGETABLE PLANTS

OUR SPECIALTIES

Our great specialties are field grown and re-rooted Cabbage, Snowball Cauliflower and Celery Plants.

We grow them by the million.

We raise our Cabbage and Cauliflower plants every year on new ground.

Our plants are raised from the best seed, sown thin in rows and hoed like onions.

They are given an average of more than 4 square inches of space each over the whole field. Extra stocky. Dug with forks (not pulled), so that each plant has a good big root system. Shipped carefully packed in damp moss.

We ship to all states east of the Mississippi River.

Will sell plants, if anyone wants to buy them that way, by the square foot, figuring an average of five square inches for each plant.

PARCELS POST, OR EXPRESS.

We ship plants either by Parcels Post or Express, as ordered. We ship mostly by Parcels Post, unless plants are ordered sent by express.

Perhaps two-thirds of our customers for plants live within the first and second postal zones, making the postal charges low.

The first and second zones from Chester include all of New Jersey, all of Delaware, all of Connecticut (except the northeast corner), two-thirds of the Post Offices of Penna., more than half of the offices of New York State, a considerable portion of those in Mass., R. I. and Md., and some in Vermont and Virginia.

We can send postage "collect" same as express "collect."

EARLY CABBAGE PLANTS.

Field Grown.—Ready about April 25th.
\$2.25 per 1000. 5000 \$10.00. 500 \$1.50.

EARLY JERSEY WAKEFIELD
COPENHAGEN MARKET
CHARLESTON WAKEFIELD
ENKUIZEN GLORY
EARLY SUMMER
ALL HEAD EARLY
SUCCESSION
SUREHEAD
EARLY FLAT. DUTCH

EARLY SNOWBALL CAULIFLOWER PLANTS

Field Grown.—Ready about April 25th.
\$5.00 per 1000 500 \$3.00 300 \$2.00

TOMATO PLANTS

Field grown.—Ready about May 15th.
\$2.50 per 1000 500, \$1.50 5000, \$11.50

EARLIANA
BONNY BEST
CHALKS JEWEL
SUCCESS
MATCHLESS
STONE
GREATER BALTIMORE
NORTON
RED ROCK

(Wilt resisting Tomatoes \$3.00 per 1,000. In our part of the country there is no such thing as tomato wilt. We have never seen or heard of it in this State. But in some sections of the country they have wilt.

We are therefore providing some wilt resisting tomato plants in the Norton, Greater Baltimore and Stone).

LATER CABBAGE PLANTS

Field Grown.—Ready June 1st to October 1st.
\$1.80 per 1000 500, \$1.20

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows. Hoed like onions. Dug with forks. Shipped in ventilated packages with roots in damp moss.

The Danish Ball Head, Enkhuizen Glory, Copenhagen Market, Red Danish Stone Head and Mammoth Red Rock are all grown from the best strains of Danish grown seed.

The rest from the best Long Island grown seed.

We do not grow any plants from the Puget Sound seed or from Holland grown seed.

NO. 24 DANISH BALL HEAD (See our account of exhaustive strain tests below).

ENKUIZEN GLORY (See account of strain tests below).

NO. 11 COPENHAGEN MARKET (See account of strain tests below).

ALL HEAD EARLY

SUCCESSION

SUREHEAD

EARLY FLAT. DUTCH

LATE FLAT. DUTCH

ALL SEASONS

EARLY JERSEY WAKEFIELD

EARLY SUMMER

RED DANISH STONEHEAD

MAMMOUTH RED ROCK

EXTRA EARLY EXPRESS

WINNINGSTADT

SHORT STEMMED DRUMHEAD

LATE STONEHEAD

AUTUMN KING

FOTLERS EARLY BRUNSWICK

VANDERGRAW

WARREN STONE MASON

DRUMHEAD SAVOY

RE-ROOTED CABBAGE PLANTS

(Mass of fine, new roots grown on them.)

All Varieties 1,000	\$2.00
800	1.80
700	1.65
600	1.50
500	1.30
400	1.15
300	1.00
200	.90
100	.70
50	.50

SNOWBALL CAULIFLOWER PLANTS

We make a great specialty of Snowball Cauliflower Plants. We sow seed about April 1st in the open ground and about every five days up to July 1st, so as to have a stock of plants on hand all the time after May 25th.

We have a very large trade in Snowball Cauliflower.

We can ship almost any quantity at any time during the Spring and Summer.

\$4.00 per 1000; 500, \$2.25. (Dug with forks).

RE-ROOTED SNOWBALL CAULIFLOWER PLANTS

(Mass of fine, new roots grown on them.)

1,000	\$5.00
800	4.40
700	4.00
600	3.60
500	3.25
400	2.80
300	2.25
200	1.75
100	1.00
50	.70

All of our Cauliflower plants are raised from the best Imported Seed.—The same strain of seed used by members of the Long Island Cauliflower Association.

We do not grow any Cauliflower plants but Snowball.

CELERY PLANTS—FIELD GROWN

CELERY PLANTS.—Ready about July 1st to September 1st. 1,000,000 plants raised by heavy fertilization, in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with heavy roots sent out. The plants are dug with forks, so that each plant has a good, big root system. They are worth more than the price asked. Some cheap things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants. White Plume, Winter Queen, Giant Pascal, and Golden Heart, \$2.50 per 1,000; 500, \$1.50; French Golden Self-Bleaching (French Seed), \$3.00 per 1,000; 500, \$1.75.

RE-ROOTED CELERY PLANTS

(Mass of fine, new roots grown on them.)

FRENCH GOLDEN SELF BLEACHING (French Seed).

(Imported by us from the French Originator of the variety)

EASY BLEACHING OR SANFORD SUPERB.

(We raised the first seed offered for sale of this strain for

the introducer—about 50 lbs.)

WHITE PLUME (French Seed).

GIANT PASCAL.

(Imported by us from the Originator in France).

WINTER QUEEN (Burpee's Strain).

DWARF GOLDEN HEART (Burpee's Strain).

FORDHOOK (Burpee's Strain).

EMPEROR.

WINTER KING (Dreer's Strain).

FRENCH'S SUCCESS (Best of all Keepers).

ROSE RIBBED SELF BLEACHING.

(Imported by us from the French Originator).

All Varieties 1,000	\$3.00
800	2.70
700	2.50
600	2.25
500	2.00
400	1.75
300	1.50
200	1.25
100	.80
50	.60

NOTE.—It was proved by the Maryland Experiment Station several years ago that Golden Self Bleaching from French Seed does not become hollow stalked.

We have bought the originator's strain of French grown Golden Self-Bleaching Celery seed for many years and have never seen or heard of a hollow stalk from the strain.

We import the seed direct from the originator.

We pay a high price for the seed so have to ask a little more per 1,000 for the plants than if raised from cheap strains.

BRUSSELS SPROUTS

Field Grown.—Long Island Improved.

We use the same strain of seed as used by the growers of the Long Island Cauliflower Association.

Prices same as for re-rooted cabbage plants.

PARSLEY PLANTS

Extra Double Curled

Field Grown.—Ready up to November 1st.

\$3.00 per 1000 500, \$2.00

DOLLAR VEGETABLE GARDEN

We will send you all the following plants, postage paid, for One Dollar.—Ready June 1st to July 15th, for approximately

- 12 Heads of Danish Ball Head Cabbage.
- 4 Heads of Danish Round Head Cabbage.
- 4 Heads of Red Danish Stone Head Cabbage.
- 4 Heads of Mammoth Red Rock Cabbage.
- 4 Heads of Late Flat Dutch Cabbage.
- 4 Heads of Surehead Cabbage.
- 4 Heads of Drum Head Savoy Cabbage.
- 4 Heads of Succession Cabbage.
- 4 Heads of Enkhuizen Glory Cabbage
- 4 Heads of Copenhagen Market Cabbage
- 4 Heads of Early Summer Cabbage.
- 4 Heads of Early Stone Head Cabbage.
- 4 Heads of Charleston Wakefield Cabbage.
- 4 Heads of Winningstadt Cabbage.
- 4 Heads of Early Jersey Wakefield Cabbage.
- 4 Heads of Extra Early Express Cabbage.
- 4 Heads of Early Snowball Cauliflower
- 4 Heads of Early Paris Cauliflower
- 9 Heads of Large Late Cauliflower
- 3 Plants of Burbank Tomatoes.
- 3 Plants of June Pink Tomatoes.
- 3 Plants of Earliana Tomatoes.
- 3 Plants of Bonny Best Tomatoes
- 3 Plant of Chalks Early Jewel Tomatoes
- 3 Plants of John Baer Tomatoes
- 3 Plants of Matchless Tomatoes
- 3 Plants of Stone Tomatoes
- 3 Plants of Early White Kohl Rabi
- 3 Plants of Early Purple Kohl Rabi
- 3 Plants of Long Island Improved Brussels Sprouts
- 3 Plants of Odeuse Market Brussels Sprouts
- 2 Plants of Early Angiers Broccoli
- 2 Plants of Purple Sprout Broccoli
- 2 Plants of Bangholm Ruta Baga
- 2 Plants of Sweet Swede Ruta Baga
- 3 Plants of Extra Early Curled Parsley

They will make the finest Vegetable Garden you ever had.

They will take a space about 20 feet square or a little more.

16 kinds of Cabbage (Early, Mid-season and Late), 8 kinds of Tomatoes (Earliest, Mid-season and Late), 3 kinds of Cauliflower (Early, Mid-season and Late), 2 kinds of Kohl Rabi, 2 kinds of Brussels Sprouts, 2 kinds of Ruta Baga, and one kind of Parsley.

We have sown the seed to produce these plants. We cannot guarantee that there will be the exact number of each plants named here, but they will be as near as we can get them.

There will be enough vegetables in this garden to begin cutting in 5 or 6 weeks after the plants are set, and cut and pick a continual variety of vegetables all the time during the season, enough to use in the Fall for pickles and some to store and last all winter.

We do not see how you can invest a dollar and get so much in any other way.

COMMENTS ON VARIETIES

DANISH BALLHEAD

We tested in 1920, in the field, side by side, for TONS PER ACRE, practically all the strains of Danish Ballhead, Copenhagen Market and Enkhuizen Glory Cabbage seed GROWN IN THE WORLD—39 strains of Danish Ballhead, 23 strains of Copenhagen Market and 21 strains of Enkhuizen Glory.

We did not get the samples from the seed houses of this country, which sometimes call their seeds special strains, nor from the wholesale seed houses of Europe, but DIRECT from the SEED GROWERS OF DENMARK.

We set out 49 plants of each strain of Danish Ballhead in each row, marked the rows No. 1 to 39, cultivated all alike, and, in the fall cut and weighed the cabbage that grew from the 49 plants of each strain.

The following table gives the total weights of the cabbage produced by the 49 plants of each strain of Danish Ballhead and the average weights of the heads of each strain:

No. of Row	Total Weight of Cabbage in Row	Average Weight per Head	No. of Row	Total Weight of Cabbage in Row	Average Weight per Head
24	498 lbs.	10 lbs. 2 oz.	31	370 lbs.	7 lbs. 8 oz.
26	451 lbs.	9 lbs. 3 oz.	20	369 lbs.	7 lbs. 8 oz.
28	426 lbs.	8 lbs. 11 oz.	32	366 lbs.	7 lbs. 7 oz.
7	419 lbs.	8 lbs. 8 oz.	3	364 lbs.	7 lbs. 6 oz.
19	417 lbs.	8 lbs. 8 oz.	4	361 lbs.	7 lbs. 5 oz.
23	417 lbs.	8 lbs. 8 oz.	10	345 lbs.	7 lbs.
12	400 lbs.	8 lbs. 2 oz.	25	342 lbs.	6 lbs. 15 oz.
30	396 lbs.	8 lbs. 1 oz.	16	342 lbs.	6 lbs. 15 oz.
6	394 lbs.	8 lbs.	35	342 lbs.	6 lbs. 15 oz.
22	390 lbs.	7 lbs. 15 oz.	36	334 lbs.	6 lbs. 13 oz.
37	389 lbs.	7 lbs. 15 oz.	1	327 lbs.	6 lbs. 10 oz.
29	388 lbs.	7 lbs. 14 oz.	34	316 lbs.	6 lbs. 7 oz.
13	386 lbs.	7 lbs. 13 oz.	5	315 lbs.	6 lbs. 7 oz.
21	383 lbs.	7 lbs. 13 oz.	9	300 lbs.	6 lbs. 1 oz.
18	383 lbs.	7 lbs. 13 oz.	2	287 lbs.	5 lbs. 13 oz.
11	379 lbs.	7 lbs. 11 oz.	38	277 lbs.	5 lbs. 10 oz.
17	378 lbs.	7 lbs. 11 oz.	39	211 lbs.	4 lbs. 5 oz.
8	376 lbs.	7 lbs. 10 oz.			

There were 39 Rows of Danish Ballhead.

As stated, we had numbered the strains from 1 to 39.

The number in the first column of the table is the number of the row.

In the second column is the number of pounds of cabbage that each row of 49 plants produced.

In the third column is the average weight of the heads in the row.

The best row turned out to be No. 24.

The plants produced 498 lbs. of cabbage and the heads averaged 10 lbs. 2 oz. each.

The next best row was No. 26 with 451 lbs. of cabbage and the heads averaged 9 lbs. 3 oz. each—15 oz. each less than those in the best row.

The next best row was No. 28 with 426 lbs. of cabbage and the heads averaged 8 lbs. 11 oz. each—23 oz. per head less than the heads in the best row.

The next best row was No. 7, with 419 lbs. of cabbage, and the heads averaged 8 lbs. 8 oz. each—26 oz. per head less than the heads of the best row.

The next best rows were Nos. 19 and 23. Each produced 417 lbs. of cabbage, and the heads in each row averaged practically 8 lbs. 8 oz. each—26 oz. per head less than the heads in the best row.

The next best row was No. 12 with 400 lbs. of cabbage, and the heads averaged 8 lbs. 2 oz. each or 32 oz. each less than the heads of the best row.

There were about 30 more strains, with the heads getting smaller in each strain.

There was only ONE strain where the heads averaged over 10 LBS. EACH.

There was ONE strain where the heads averaged over 9 LBS. EACH.

There were SEVEN strains where the heads averaged over 8 LBS. EACH.

There were FIFTEEN strains where the heads averaged over 7 LBS. EACH.

There were EIGHT strains where the heads averaged over 6 LBS. EACH.

There were TWO strains where the heads averaged over 5 LBS. EACH.

There was ONE strain where the heads averaged over 4 LBS. EACH.

Any strains of Danish Ballhead seed that are grown in this country are almost surely derived from one of the above strains, for the above represents practically all the strains that have been developed in Denmark.

There is small chance that the American strain would happen to be grown from the BEST Danish strain or even from one near the best.

To use a large amount of manure and fertilizer and produce a comparatively large tonnage per acre does not prove the strain of seed to be the best one.

The only way to find the highest producing strain is to grow all strains side by side, under the same conditions, and take the one that produces the highest tonnage.

Probably 35 or 40 tons of cabbage per acre can be produced by using the best strain of seed, a large amount of manure and fertilizer and the best tillage.

The fact that rows No. 24 and No. 26, which were near together, produced the highest yields was just an accident of planting.

Row No. 25, which was between them and had the same chance, produced heads which averaged only 6 lbs. 15 oz. each while the heads in row No. 24, on the left, averaged 10 lbs. 2 oz. each, and those in row No. 26, on the right, averaged 9 lbs. 3 oz. each.

This shows that the difference in yield was in the strain of seed. All the rows had the same chance.

We grew the experiments near the middle of a 10 acre field which had had no manure on it for 8 or 9 years.

Only commercial fertilizer was used, and that was drilled in with a grain drill which was run ACROSS the rows so every row would have an equal chance.

The seed in No. 24 was grown by a seed grower in Denmark whose seed farms are 90 miles from the town that No. 26 came from.

We are satisfied that from 25 to 50 per cent bigger crops of any variety of cabbage can be secured by testing all the strains of seed that are produced, side by side.

No cabbage grower can make more money by any means than by testing, side by side, all the strains of seed that he can get, and growing his crops from the best strain.

If he gets the highest producing strain in the world HE CAN MAKE A PROFIT on his crop when other growers are growing them at no profit or at a loss.

Do not take any man's word that he has a great strain (not even ours).

Get some seed of all strains and test them side by side for yourself.

TESTS OF COPENHAGEN MARKET

We also secured from the seed growers of Denmark and from some of the large seed houses of this country samples of their strain of Copenhagen Market, and grew them side by side in the 10 acre field.

The rows were numbered from 41 to 64—23 strains.

At the end of the season we went through them many times, comparing the different rows.

Some were fine rows and some were very poor.

We selected the best rows, cut the cabbage and weighed it, as we did with the strains of Danish Ballhead, and selected row 51 as the best of all the strains of Copenhagen Market.

We have bought from the grower in Denmark strain 51 for our plants this year.

TESTS OF ENKHUIZEN GLORY

We also secured from seed growers of Denmark and Holland and from some of the large seed houses of this country, samples of their strains of Enkhuizen Glory seed and grew them side by side.

The rows were numbered from 65 to 85—21 strains.

At the end of the season we also went through them very many times, comparing the rows with each other, and selected row 73 as the best one of the 21 strains and have bought that seed for our Enkhuizen Glory plants.

TESTS OF SNOWBALL CAULIFLOWER SEED

We tested 9 strains of Cauliflower seed side by side—rows 86 to 94.

The strain that is used by the Long Island Cauliflower Association, is as far as we know, THE BEST STRAIN OF SNOWBALL CAULIFLOWER, so we have bought the same strain of seed as used by the members of the Long Island Cauliflower Association for our plants this year.

The Long Island Cauliflower Association is, we think, the largest Cauliflower Association in the world.

They have been growing Snowball Cauliflower for probably 20 or 25 years, largely supplying the markets of Boston, New York, Philadelphia, Baltimore and Washington, shipping nearly a million dollars worth of Cauliflower each year, and they have the best strain of seed that they can buy, so we have bought the same strain as they use.

OTHER VARIETIES

The Long Island grown seed of the Domestic varieties, is as far as we know, the best seed grown. We therefore, use that for our plants.

We tried the Puget Sound seed, but it was so mixed we would not use it under any circumstances.

We also tested the Holland seed, and it was so mixed that we would not buy any Holland seed.

We expect to have enough plants this year of each variety to fill every order.

CELERY PLANTS.

For our Celery plants, like our Cabbage and Cauliflower plants, we buy the best seed we know of regardless of price.

FRENCH GOLDEN SELF-BLEACHING

All of our Golden Self-Bleaching Celery plants are raised from French seed imported by us direct from the originator of the variety in France.

We have used this strain of seed for nearly twenty years.

All of our big crops of Golden Self-Bleaching Celery were raised from this strain of French grown seed and we never saw a hollow stalk.

ROSE RIBBED SELF-BLEACHING AND GIANT PASCAL.

These were imported by us from the originator of the varieties in France.

WHITE PLUME.

This strain we bought of French seed, importing it with the other strains.

EASY BLEACHING OR SANFORD SUPERB

We raised the first seed offered for sale of this variety for the Introducer—about 50 lbs. We buy the best strain there is.

WINTER QUEEN, DWARF GOLDEN HEART AND FORDHOOK

These three strains we bought from Burpee. They are as good strains as we know.

WINTER KING

This variety we bought from Dreer.

They make a specialty of this strain. It is high priced, but we bought it.

EMPEROR AND FRENCH'S SUCCESS

We bought the best strains of these we know.

RE-ROOTED PLANTS

We set from 15,000 to 40,000 Danish Cabbage plants per season for many years and large numbers of celery plants.

For several seasons we have set no plants but re-rooted ones, and though we set through the driest weather, we seldom lose any plants.

After we plow down a good clover or other sod, harrow the ground several times until it is time to set the plants, cross plow, drill in 1,200 or 1,400 lbs. of high grade fertilizer per acre, and harrow 4 or 5 times, until the entire seed bed is as mellow as it can be made, we cannot afford to set any but the best plants so that we may have a full stand.

After we have set the plants we expect to cultivate 6 or 8 times, hoe 2 or 3 times and spray if necessary, and the expense is too great to use any but the best plants.

We have harvested 26 tons of cabbage per acre and sold \$562.89 worth of tomatoes from 876 plants, and 140.42 worth from 148 plants. We have sold \$645 worth of celery from three-fourth of an acre.

Below are the conditions necessary to get the largest yield:

1. Use a good strong soil.
 2. Plow down a good heavy sod, and cross plow, or use plenty of stable manure, or both.
 3. Use plenty of high-grade fertilizer to feed the crop.
 4. Prepare the seed bed perfectly by plowing well and harrowing until very fine.
 5. Use plants from a good strain of seed.
 6. Use re-rooted plants to get a perfect stand of strong plants.
 7. Hoe and cultivate to keep the soil in fine condition.
 8. Spray to head off the enemies that may attack the crop.
- Use all of these means and success is certain.
- We set no cabbage or celery plants but re-rooted ones and no tomato plants but re-rooted or potted ones.
- Use the best plants and give them the best chance in order to make the biggest profit.

We originated re-rooted plants and our trade in them has grown so in the past twelve years that about three-quarters of all our orders are for re-rooted plants.

PLANT DISEASES

In sections where cabbage and cauliflower are raised in large quantities year after year, different diseases and insects appear.

We are in a grain and hay farming section.

No large fields of truck are raised in this section.

But, to keep our plants free from disease of any kind, we have moved our plant fields to new farms or tracts of land thirteen times in 25 years.

We thus keep our plants free from disease.

They are good all the way through.

We could raise cheaper plants by buying cheaper seed, raising the plants year after year on the same plant farm, and doing all of the other things that make plants cheap.

But we do not think the people want cheap plants.

We think they want the best plants that can be raised so we go to every expense to make them the best.

When plants are offered cheap it can be known that they are like a cheap horse or a cheap suit of clothes, they may look pretty good, but there is something the matter with them.

They cannot be raised cheap if every precaution is taken with them so they will produce a big crop and not get diseased.

TESTIMONIALS

Greenfield, New York, July 7th, 1921.

F. W. Rochelle and Sons,
Dear Sirs:—

You shipped me last year 1,000 re-rooted plants and they were the best plants I ever set out. Never lost one. I set them in a new piece of ground, and after they were started I put on about a half ton of Chicken manure, putting the manure between the rows and cultivating it in.

They grew so fast that I could cultivate them only a few times as I had the rows quite narrow and the plants were close together in the rows. They covered the ground in a short time. The cabbage worms didn't have a chance as they grew so fast that they could not harm them.

It may please you to know that out of this small piece of ground I sold 3 tons of cabbage at \$40 a ton and kept 400 heads for myself.

I had Enkhuizen Glory heads that weighed 20 lbs., and some of the Danish Ballhead weighed 15 lbs., after the stalks were cut off.

It has been very hot and dry here and we have not had any rain, only a couple of showers in the last month.

Thanking you for your promptness in shipping my last order and for the good plants you sent me, I remain,

Yours very truly,

Martin F. Schoonmaker.

DIGGS & BEADLES, INC.
Seed Merchants

Richmond, Va., Aug. 12th, 1921.

F. W. Rochelle and sons,
Dear Sirs:—

The 2000 plants shipped to Richmond arrived this morning. They are certainly splendid plants, we do not see how you manage to grow them so straight and stocky and with such roots.

We suppose you have shipped two lots—25,000 each to Newport News.

Ship the third lot,—25,000 Danish Ballhead.

Yours very truly,

Diggs and Beadles, Inc.

"Received the cabbage plants all right (1000 Danish Ballhead). Thanks for the extra plants. Planted them all and did not lose a single one without watering at planting time. Please send me 200 of your cauliflower plants."

Jos. Langhaunner, W. Millington, Conn.

"Last year I got cabbages from you and they were the first I have been successful with. I had the best results ever."

C. H. Le Grand, Methuen, Mass.

"The plants which I bought from you last season were O. K."

J. A. Bassett, Mahopac Falls, New York.

"The plants I had from you last year did so well I want an order again this year."—W. J. Calhoun, Hobart, New York.

"In early July last year I ordered several hundred late celery plants of you. I want a good table variety, not subject to rust and a good keeper in storage."

"You shipped and they proved to be so near what I desired that I wonder if you could give me the name of this variety as I wish to order more."—W. W. Christman, Delanson, New York.

"We were very much pleased with our celery last winter."

Chas. J. Edick, West Winfield, N. Y.

"The plants you sent me are growing fine."

W. Thomas, Vershire, Vt.

"The plants you sent me last year were the best plants I ever had."—F. H. McCallam, Brandon, Vt.

"The celery plants I had from you last year were very fine."

G. S. Perkins, Lynn, Mass.

"The 500 re-rooted Snowball Cauliflower plants reached me this morning in such fine condition and looked so fine and healthy that I am prompted to send for some tomato plants."

Wm. H. Ramsay, Peterboro, N. H.

"We had plants from you last year and liked them very much."

L. A. Balcom, Northboro, Mass.

"I am pleased with the care you exercised in sending the plants."—H. W. Collins, Wilmot, N. H.

"Received the two thousand cabbage plants I ordered from you the first part of the week and will say they are nice large plants, in fact better than I expected to get for the money."

"You may look for my order every year. Thanking you for your promptness."—Henry Hanauer, Tolland, Mass.

"We are enclosing another check for 2000 more of the Danish Ballhead cabbage plants. The others were very nice."

Stephen Hoyt's Sons Co., Inc., Select Nursery Stock, New Canaan, Conn.

"Your plants last year were perfect in every way."

C. F. Johnson, Avon, Conn.

"I have always found yours very superior plants."

W. W. Hartford, Concord, N. H.

"Your plants are always good and stout, and please me well. I have used them for years."—C. V. Filmore, Elverson, Pa.

"The 1000 cauliflower I ordered came in fine shape and were the best plants I ever bought."—Louis A. Gordon, Asland, N. H.

"I had very fine cauliflower plants last year from you and hope they will be O. K. this time."—Emil Frederick, Conyngham, Pa.

"Send me 1500 re-rooted Danish Ballhead. Those I had last year did fine."—C. P. Hitchcock, North Troy, Vt.

"Received the cabbage in fine condition. Every one that sees them thinks them great."—Clyde Hoover, Pine Glen, Pa.

"All the plants I ever got from you were very satisfactory."

W. T. Fleming, Waldon, N. Y.

"Last week I received 6000 Danish Ballhead, No. 24. The plants were fine and are growing nicely in this dry, hot weather."
W. B. Seltzer, New Ringold, Pa.

"Plants arrived in fine condition. Thanks for fine packing."
Wm. McBrier, Walden, New York.

"Celery plants came in fine shape."—J. I. Landis, Columbus, N. C.

"Your plants are fine ones."—A. F. Sweet, Hubbardsville, N. Y.

"I was pleased with the plants I received from you last year."
Elwood Laird, Elyria, O.

"The celery plants I got from you last summer were the best I ever had."—Howard D. Rinehart, Pottstown, Pa.

"I just received the 500 celery plants from you and am well pleased with them. I am sending another order."
A. P. Martin, Lynchburg, Va.

"The plants that I bought from you last fall were the best that I ever planted out."—Robert Daniels, Rock Hall, Md.

"I got succession plants from you last year. They did fine."
Louis W. Elliott, Katonah, N. Y.

"The plants we had from you last year were the best received from the three firms of whom we ordered."
Porter and Porter, Northville, New York.

"The plants I had from you last year gave fine results."
G. C. Randall, Fort Plain, N. Y.

"The Golden Self Bleaching Celery plants arrived today and were very fine, in fact the best I ever received from anyone."
J. Howard Hirst, Florist, Member Telegraph Delivery, Cambridge, Maryland.

"I ordered my celery plants last year from you and I never had such fine celery."—M. McKelvey, Key, Ohio.

"The plants I got from you last year were fine."
W. S. Smallwood, Laurel, Md.

We shall try to have not only as good plants this year as last but better.

We try to take just as good care of the order for 100 plants as for an order for 100,000.

We have grown and shipped Vegetable Plants for 23 years and are known to a large proportion of Vegetable Growers in the Eastern part of the United States.

We believe we ship a better grade of plants than almost any grower in the United States.

We buy the best strains of Seeds, raise our Cabbage and Cauliflower plants each year on new ground so that they may be strong and healthy all through, sow the seed thin in rows and hoe and weed them like onions.

We dig them with forks to keep the fine roots, pack them carefully in damp moss and deliver them to the Post or Express office promptly.

We try to raise plants that will produce a big crop.

We have had 23 years experience in trying them ourselves and raise about as big crops with our plants as can be produced.

With the 23 years' experience, shipping perhaps 60 million plants, we think we should get every shipment to you in the best of order.

Our method of packing was originated by ourselves, is the best known and has been widely copied.

SEEDS

We shall test each year, side by side, all the strains of the following varieties that the seed growers of Denmark produce and shall buy the best strain of each as proved by the tests.

We shall buy not only enough of each to produce our plants, but enough to supply all of our customers with the seeds they need for the following crops, and will send them postage paid, at the following prices:

(Nail this list up somewhere until next winter and order from it.)

CABBAGE SEED

Price List — F. W. Rochelle and Sons, Chester, N. J.

	1 lb.	½ lb.	¼ lb.	2 oz.	1 oz.
Danish Ballhead, Short Stem	\$3.00	\$1.75	\$1.00	\$.70	\$.50
Dan. B'ld, Middle Stem, No. 24	4.00	2.25	1.25	.80	.60
Enkhuizen Glory	3.00	1.75	1.00	.70	.50
Copenhagen Market	3.00	1.75	1.00	.70	.50

Sent Postage Paid at the above Prices.

CELERY SEED

We shall import from the originators in France the following 3 varieties of celery seed and will send them to our customers at the following prices, postage paid:

Price List — F. W. Rochelle and Sons, Chester, N. J.

NO BUSINESS DONE ON SUNDAY — We do not do any business on Sunday or Consider it in any way.

	1 lb.	½ lb.	¼ lb.	2 oz.	1 oz.
French Golden Self-Bleaching	\$10.00	\$5.50	\$3.00	\$1.75	\$1.00
French Rose Ribbed					
Golden Self-Bleaching	8.00	4.50	2.50	1.50	.90
French Giant Pascal	3.00	1.75	1.00	.70	.50
French White Plume	3.00	1.75	1.00	.70	.50
Easy Bleaching	8.00	4.50	2.50	1.50	.90

SNOWBALL CAULIFLOWER SEED

Danish grown, same strain as used by us for our plants: 1 lb., \$30.00; ¼ lb., \$8.00; 2 oz., \$4.50; 1 oz., \$2.50; ½ oz., \$1.30; ¼ oz., \$.70., postage paid.

NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped, in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way be responsible for the crop.

We do not guarantee safe delivery, but if plants are sent by Parcels Post, we believe that that is almost a guarantee of safe delivery.

There is little chance of delay.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

NOTOX (Non Poisonous) PAPER POTS AND DIRT BANDS

Most paper and all "cardboard" and chip board is poisonous to plants.

"Notox" Paper Pots and Dirt Bands have been on the market for nine years.

They are made from paper with no poisonous chemicals.

1—Can probably be made FASTER than any other kind of square pot can be put together.

2—Are nearly TWICE AS STRONG as other kinds.

3—Are CHEAPER than most other kinds.

We are the originators of the Square Paper Dirt Bands and Improved Square Paper Pots.

Our Paper Pots were used exclusively in ornamenting the grounds of the Pan-American and San Diego Expositions. They used 125,000 of them.

Square paper pots and dirt bands give plants twice as much root room for the same bench space as clay pots, hence twice as strong plants.

Price List of Square Double Bottom NOTOX Paper Pots and Dirt Bands per 1000

Sizes	Paper Pots	Plain Dirt Bands	Creased Dirt Bands
1½ inches	\$.80	\$.60	
2 "	1.00	.70	
2½ "	1.50	1.00	\$1.00
3 "	2.00	1.40	1.50
4 "	3.00	2.00	
5 "	5.00	2.80	
6 "	6.50	3.00	

Copyright Directions and Folding Block and Tacks included.

We ship by Parcel Post, as well as by freight and express from Chester, New Jersey.

SPECIAL LOTS

We ship the following SPECIAL LOTS of NOTOX Pots and Bands, but we DO NOT BREAK THE LOTS.

We can ship the following lots only by freight or express, not by Parcel Post.

18,000—1½ inch Pots	\$11.00	24,000—2 inch Plain Dirt Bands	\$12.00
14,000—2 "	11.00	12,000—2½ "	9.00
7,000—2½ "	9.00	8,000—3 "	9.00
5,000—3 "	9.00	7,000—3½ "	9.00
4,000—4 "	11.00	6,000—4 "	11.00
2,000—5 "	9.00	3,500—5 "	9.00
1,500—6 "	9.00	3,500—5½ "	10.00
		4,500—6 "	11.00

Copyright Directions with each lot and Folding Block and Tacks with each lot of pots.

PEACH BASKETS

We use for shipping our plants a stapled 16 quart peach basket, which is the strongest basket of its kind made.

Ordinary peach baskets are made with one single clinched nail in each stave at the top hoop, one ¼ in. single pointed nail in each stave at the bottom, and one single pointed nail in every other stave at the middle hoop, making 15 clinched nails to hold the basket together, and 10 straight points to hold the bottom in.

The basket we use and which we have made at the factory has two double pointed clinched staples in each stave at the top hoop, two double pointed clinched staples in each stave at the middle hoop, and two double pointed ¼ in. staples in each stave to hold the bottom in, making 80 clinched points to hold the top together against 15 in the ordinary basket, and 40 ¼ in. points to hold the bottom against 10 in the ordinary basket.

This makes a basket that cannot easily be torn apart.

They make fine truck baskets and stand a great deal of hard use of any kind.

We ship them to our customers by Parcels Post, Express or Freight at the following prices.

25 for \$2.50, 50 for \$4.50, 100 for \$8.00, 200 for \$15.00, 500 for \$37.50, 1000 for \$70.00.

25 or 50 of them are very useful around any place.

F. W. ROCHELLE & SONS, Chester, New Jersey